



## **Robin Dreeke**

### **Topics**

Business and Management, Communication, Leadership, Military and Defense

### **Travels From**

Virginia

### **Bio**

Robin Dreeke has studied interpersonal relations and behavior for the past 30+ years, both within the US Government and with private sector organizations. He is a certified practitioner in the use of the Myers Briggs Type Indicator® (MBTI®), Emotional Intelligence (EQ-I 2.0), and the Personal Discernment Instrument (PDI). As a commander in charge of over 200 recruits and 16 drill instructors at Parris Island, South Carolina, Robin learned the fundamentals of leadership and influence. Upon entering service in the FBI in 1997, Robin began his journey as a behaviorist in the agency's efforts to thwart the effort of U.S. adversaries. He went on to formally serve as the head of the elite Behavioral Analysis Program of the FBI's Counterintelligence Division. He's contributed multiple articles to the *FBI Law Enforcement Bulletin*, a peer reviewed journal seen monthly by over 100,000 world wide. Throughout his life, Robin Dreeke has received advanced training and experience in the area of social psychology and the practical application of the science behind relationship development. Through observations of nonverbal behavior, use of the Personal Discernment Inventory, the Myers Briggs Type Indicator, and

his own unique techniques, Robin has built highly effective tools for all aspects and stages of interpersonal communication. Robin has combined all these tools and techniques and created a one-of-a-kind formula for success with people. Today, Robin is a recognized expert, author, and gifted lecturer in the art of interpersonal communication. These skills are used every day in leadership, sales, human resources, and all relationships, both business and personal. Robin Dreeke is the founder and president of People Formula LLC, an organization that offers Advanced Rapport Building Training and Consultation. Additionally, Robin routinely conducts workshops and seminars for government, military, and private-sector organizations across the country. Follow Robin on [Twitter](#) and check out the [People Formula website](#).

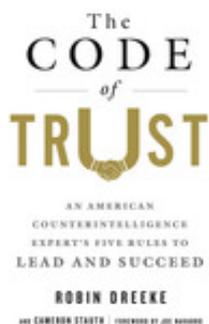
## SPEECHES

**The Code of Trust** In this talk, Robin shares his strategies that he teaches to CEOs, agents, and other leaders on how to build trust with anyone in any situation.

**How to Recognize and Thwart Social Engineering** From spotting obvious misspellings in emails to recognizing the advanced techniques of a master SE and manipulator, Dreeke reveals techniques to recognize and prevent successful social engineering attacks in your professional and personal life.

**The Keys to Effective Communication** Whether it's learning how to compose the perfect email to your boss, colleagues, subordinates, or family members, or asking the right question during an interview, Dreeke provides tips on how to communicate effectively and build successful interpersonal relationships, influence, and trust.

## BOOKS



Hardcover

[The Code of Trust](#) An American Counterintelligence Expert's Five Rules to Lead and Succeed

St. Martin's Press

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*The Code of Trust* is based on the system Robin Dreeke devised, tested, and implemented during years of field work at the highest levels of national security.

REVIEWS: "Robin did a great job and was easy to work with. He was able to customize his presentation to meet the needs of our group. He is very flexible with the structure and organization of the presentation. In addition, many of our leadership team took away new skills and ideas from his presentation."

- Portland General Electric

"Robin was exactly what we needed for our leadership training series. What began as a plan for a two hour DISC-centric training session become a full day of so much more. Working with Robin throughout the planning phase for our training sessions, he helped identify needs that would be beneficial to address and added on content to do so. Participants of all different management levels, backgrounds, ages and cultures at our sites all over the country jumped right in to the activities and were absolutely engaged throughout the day. Robin even integrated the message of the morning speaker we had to seamlessly tie the whole day together for the participants. The feedback we got from our employees, who gave up their entire Saturday to do this was phenomenal and some of the best we've ever received from any of our meetings."

- FCi Federal

"Robin did a great job of integrating his past experiences with the insightful material that he provided about understanding other people. My sales team was engaged throughout the entire training and every employee I had in the session commented on how valuable it was to their everyday communications. I certainly plan to use Robin with other training in the future to help my team be more effective."

-Matt Hasenauer, Pioneer Hi-Bred International, Inc.

"We had high expectations for our Robin Dreeke seminar on non-verbal behaviors, and Robin totally exceeded them. He's a captivating presenter and his content is stimulating, thought-provoking and, frequently, amusing. Most important, Robin really does give you practical tools to improve your communication with co-workers, friends and family. We can hardly wait to have him back and learn more."

-Nance Harris, CAE, Nebraska Society of Association Executives??

"During his three 8 hour sessions Robin took his life experiences and expert knowledge of rapport building to another level. We had over 100 people attend our meetings and because of Robin's outstanding presentation skills and personality he kept the information fun and engaging for the whole session...Because of the information Robin provided, there is no doubt in my mind that our sales management team left those meetings with a new found appreciation and understanding of Building Rapport."



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-Rick Boysen, Director of Administration, Salesource